

Ideas for change



Dr Amita Chauhan
Chairperson

The human mind is blessed with infinite potential. There is no limit to what one can imagine or achieve, and no scientific breakthrough has ever been able to provide quantitative data of the boundless might of the human mind.

It is in one such display of boundless imagination and creativity that my Amitians have once again risen to the top at the Youth Ideathon 2022. Known to be India's largest festival of ideas, the platform encourages students of Class IV-XI, to present ideas which have the ability to change the world. So, it is with great pride I share that team Nutrokids from AIS Vasundhara 6, consisting of Pranav Gupta, Neelaksh Jay Bhatt and Vibhushi Agarwal, was selected amongst the top-10 national projects at the competition. Also, team HAS from AIS Gur 43, comprising Sanvi Mohapatra, Ashmi Srivastava and Hansika, grabbed a spot in top 25 projects. Apart from these winners, I would also like to applaud other teams who participated in this highly competitive event and secured various positions in top 100. This is no small feat as the competition included five rounds and saw participation from 3000 students. According to me, the final result does not matter at all, however, what matters truly is having an idea, and the spirit to explore. After all, without an idea, no progress or change can ever be possible. Besides, an idea doesn't always have to be unique, but it must drive the society towards a better tomorrow. And, this vision is at the core of learning at Amity as well. We always encourage students to take the road less traveled and find solutions. Moreover, it is the innovative spirit that I wish to inculcate in every Amitian so that they bring a change in the society. [GT](#)

Unified India



Vira Sharma
Managing Editor

Indian cinema has often portrayed the struggles of differently-abled with great sensitivity and understanding. Whether these were old Hindi films like Koshish, Anuraag, or Dosti, or the more contemporary ones like Black and Khamoshi: The Musical, we have always been shown a slice of their lives through the lens of respect, love and dignity. And as an audience, we have always appreciated the resilience and valour of the protagonists in these

films. These were the same sentiments I felt at the recently held Sangathan 2022. A unique feature of this mega-sporting event was the introduction of Unified Sports, that aims at giving a platform to the differently-abled to participate in sports alongside the abled. This is yet another visionary step taken by the Founder President and one that will certainly herald a new era of togetherness and acceptance amongst the younger generation. One cannot deny that a lot is already being done to empower the differently-abled in our nation, but there is still a long way to go before we can claim that our job is done. For instance, I find that differently-abled people do not have easy access to most public spaces, neither do they have proper accommodation and employment opportunities. In fact, they face discrimination in everyday life as well. We need to change this and soon, because India@100 should not just be a country that boasts of being an economic superpower, it should also be one that sets an example of inclusivity and equality for the world to follow. [GT](#)

Content is key...

...But Changing With The Times Is The Master Key



Ananta Taneja
AIS Vasundhara 1, Alumna

The wheels of the digital realm move faster than the ones in real life. Howbeit, powerful wheels can only be fuelled by powerful engines, engines that evolve and adapt to steer the wheels of time. Engines we call content.

When the World Wide Web came into existence, marketers had a new found arsenal to add to their kitty of TV, radio and print. Guided solely by the purpose of selling, content in those days was pitched at high decibels marked by SEO techniques like keyword stuffing, excessive tagging and backlinks to generate high rankings. But we are far from the days of gigantic desktops and slow server speeds offering little choices in terms of content. Today, content too has taken the long walk from blatant

sales pitches, and is rather intended towards empowering the customers with relevant information through user-generated campaigns. And the results are there for all to see, with 84% millennials saying that they are influenced by user-generated content before making a purchase.

This digital revolution superseded by metamorphosis of content is marked by surfacing of several new traits, dominance of personalised material taking prime spot. From defining a company as socially conscientious to establishing brand identity as quirky, it is content that is playing all the cards. Another visible change is that content today is far more agile than it ever was, with creators having to respond to events with lightening immediacy. Memes are the biggest exemplification of this agility. When Rishi Sunak was appointed as the UK PM, content creators responded

immediately with brands like Amul saying, '(P)rime (M)akhan'.

While ensemble factors were at play in driving content, advent of social media played the lead. In the early 2000s, the idea of social media was very new. YouTube, founded in 2005, was just a video sharing app and Instagram was just a photo sharing app. But over the years, these apps developed into business-like spaces and hence, the content changed, too. Now, almost every product video on the internet is sponsored and creators are paid good money to promote the same.

However, it is the influx of digital devices that served as the blitzkrieg moment for the evolution of content.

In less than a decade, smartphone users have skyrocketed from 62.6 M in 2010 to 265.9 M in 2019 (Statista). The result – an increase in consumption of digital content. A 2018 survey by Adobe found that people spent more than a quarter of their day consuming digital content. When you are consuming so much, the taste and preferences are bound to be evolved. Many would rather watch videos than read text, for example. As per Marketing Sherpa, a publishing company, videos indeed attract 300% more traffic.

Today, internet and its content as such stand at the cusp of their 'big bang' moment. While the creations of this explosion remain to be seen, it would be safe to conclude - 'change is the only content'. [GT](#)

Illustration: Myiesha Malik, AIS Gur 43, XI D

We stand with her

Ishita Sood, AIS Gurugram 43, XI C

Gender inequality is a big issue we face
Not just in India but the world is its prey
A woman's dress creates an issue every day
Giving the culprits a green signal to play

Why does a piece of cloth matter so much?
If misplaced, causes violence to take place
What went wrong with poor Mahsa Amini?
We hate to see her sudden demise this way

Probably she didn't hear the words right
'Wear your hijab', 'Cover yourself in light'
However, it's time the culprits shall pay
For all the objectification they convey

We want answers, we will not stand still
We want to know why Mahsa was killed
We want to know why we're treated this way



Because our protectors are no longer the same

We stand in solidarity with the women of Iran
We stand with every girl like Mahsa Amini
We stand with every woman in this world
Because we stand only and only for equality. [GT](#)